

THE EFFECT OF E-MARKETING TECHNIQUES IN IMPROVING THE EFFECTIVENESS OF COMMUNICATION WITH CUSTOMERS

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What is e-marketing?

It's a branch from general marketing procedures and it's also called digital marketing [1].

It is a strategic way in organizing the ways of the most updated communication technology and that through converting from virtual market to reality [1].

E-marketing is an important part of the modern marketing strategies through the internet using the most updated electronic tools to achieve it. Specially internet network.

Advantages of E-marketing to clients.

Development of relation between consumers due to permanent contact.

Consumers can compare products, services, brands. Be aware of the most updated market with only one click in any place in the world. Unlimited variety of products. Easily feedback and questionnaire about products from its original sources. Choosing between different products, brand, services, globally from different countries which is impossible to reach with the traditional ways of marketing.

As we briefly mentioned the advantages of e-marketing for clients, we should also mention the advantages for the seller: reducing cost through using electronic media; increasing the ability to measure and analyze the performance; easily reached, gaining more customers; increasing business credibility; building relations with customers make the repeat purchasing and be loyal to the brand; decreasing employment vs. traditional marketing; open wide market and increasing in exporting and shipping [2,3].

Comparing between E-marketing and traditional marketing [1,2]:

Table 1. Comparison diagram[1,2]

E-marketing	Traditional marketing
<ul style="list-style-type: none"> -targets audience, consumers globally from all over the world. -provide description in a soft copy over the website or through videos. -promotes number of digital platforms to consumers, clients like social media plat forms. -low cost. -quick market analysis. -can skip advertisements directly to the product or services. 	<ul style="list-style-type: none"> -targets local audience. -provide hard copy of products description which can be read again and again. -lower interaction is involved not enough to incorporate with clients. -high cost. -slower in getting real time marketing results. -cannot skip advertisements that causes interruption.

E-marketing in Egypt [5]:

The Egyptian market has high potential for growth and there has been a lot of activity of the last 2 years. Egypt is the media zone of all Arabs. In a study made in 2018 in Egypt showed that:

89% of Egyptian companies depend on e-marketing;

22% of the Egyptian companies make budget from 1000\$ to 5000\$ monthly for e-marketing;

66% of the Egyptian companies manage e-marketing internally;

14% request e-marketing agencies to manage e-marketing plans and procedures;

20% of Egyptian companies use external sources for analysis and feedback;

27% of Egyptian companies allocate half of marketing budget for e-marketing, such as travel agencies, cosmetics, furniture, employment and training;

55% of Egyptian companies have only one employee that manages e-marketing, no matter the size of the firm;

56% of Egyptian companies helped by e-marketing gaining new customers;

48% of Egyptian companies helped by e-marketing in understanding the needs of the customers [5].

Table 2. Stats diagram between traditional and e-marketing [1,2]

E-marketing	Traditional marketing
-70% of consumers want to learn about products through contents as opposed to traditional ad method.	-79% of households say they read or scan direct mail ads.
-46% of all searches on Google are seeking local information.	-39% of customers say they try a business for the first time because of the direct mail advertising.
-72% of consumers who search for local businesses online, end up visiting stores within 5 miles.	-56% of customers find print marketing to be the most trustworthy type marketing.
-64% of consumers say watching a marketing video on Facebook has influenced a purchasing decision of theirs.	-44% of customers visit a brand website after receiving direct mail marketing.

Reduction in personal carbon footprint.

Looking after the environment and the world we live in is important for many customers. When consumers shop online, they use their cars less and their personal carbon footprint is reduced. Retailers can support carbon reduction by sorting deliveries so that purchases by customers living close to each other can be delivered on the same day [4].

Conclusion:

This research has clearly shown the impact marketing upon business, customers when used in an effective ways, e-marketing has the power to reach consumers and clients quickly and in low cost procedures. Both ways are important to marketing, E-marketing and traditional marketing. When and how to use them is the most challenging.

References

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THE BUSINESS FUTURE IS IN THE INTERNS

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Overview of staff turnover in Mexico:

In Mexico, the staff turnover rate is 16.75% [1]. A study carried out by OCCMUNDIAL [1] indicates that the cost of staff turnover in Mexico for the companies is between 19,000 USD and 33,000 USD of a middle manager.

The cost depends on the level that must be replaced, but it is always proportional to the hierarchy of the worker since the degree of specialization intervenes, and the time and money that the company invested in their training considering the selection, recruitment, and adaptation period and benefits expenses.

We will analyze the case of a company specialized in solar energy that needs highly trained professionals, with three candidates for mid-range managers with adequate capacities for management.